

**ABSTRACT**

A driving method and device for displaying a video signal of a normal mode having an aspect ratio of 4 to 3 in a wide mode LCD device having an aspect ratio of 16 to 9 are provided. The method includes the steps of outputting a source start pulse (SSP) signal; latching pixel data for a black display by using a main clock signal having a short period synchronized to the SSP signal; first skipping data latch during a first transition period of the video signal; latching pixel data corresponding to a normal mode by using a clock signal having a long period, and outputting the latched pixel data; and second skipping data latch during a second transition period of the video signal.